

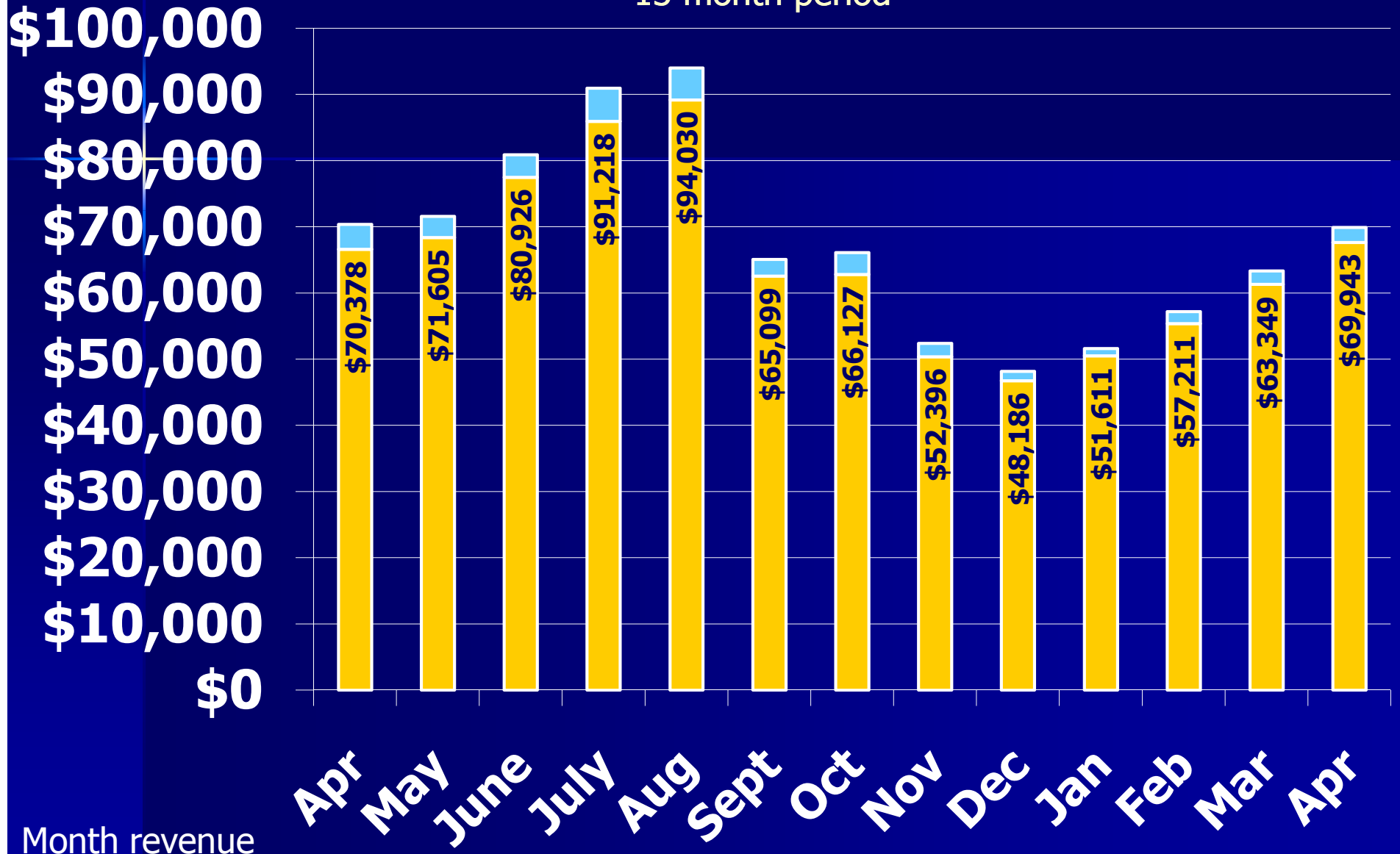
Carlsbad Tourism Business Improvement District

Financial Update

May 31, 2009

CTBID Assessment Revenue

13 month period



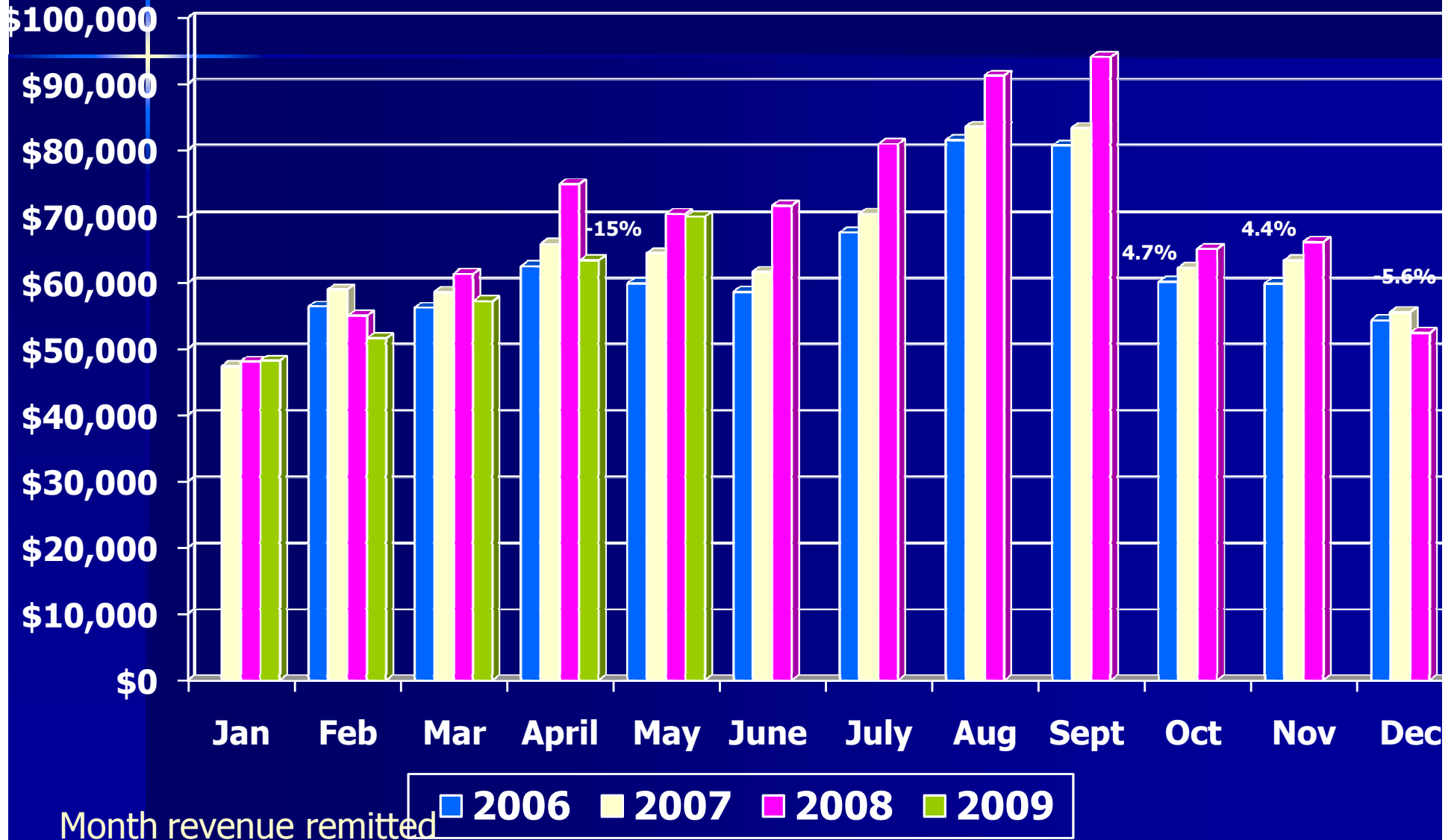
Month revenue

collected by hotel

12 Mo Ave occupancy rate 58.9%

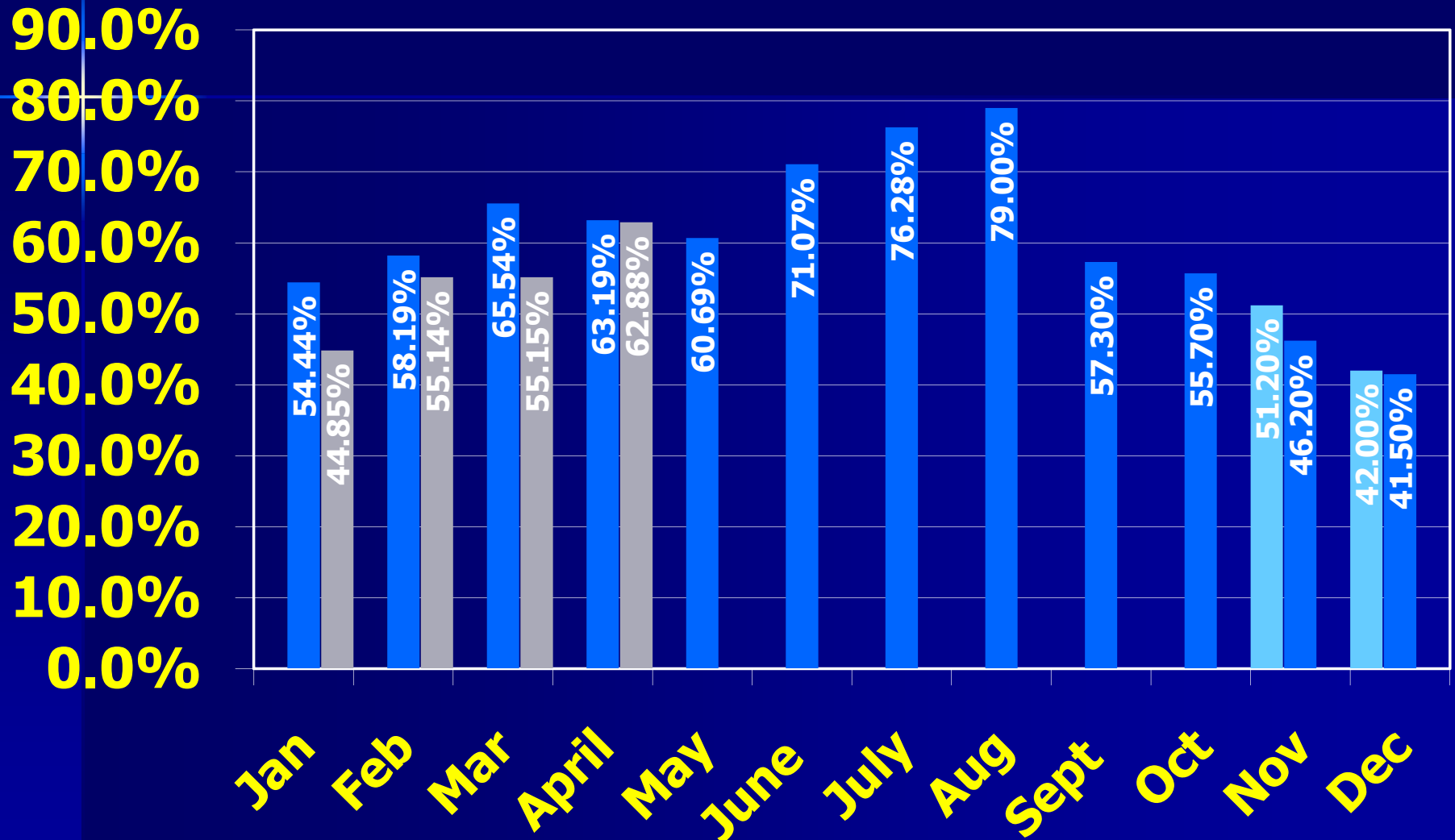
CTBID Assessment Revenue

40 month period
(since CTBID Inception)



Monthly Occupancy rate*

18 month period



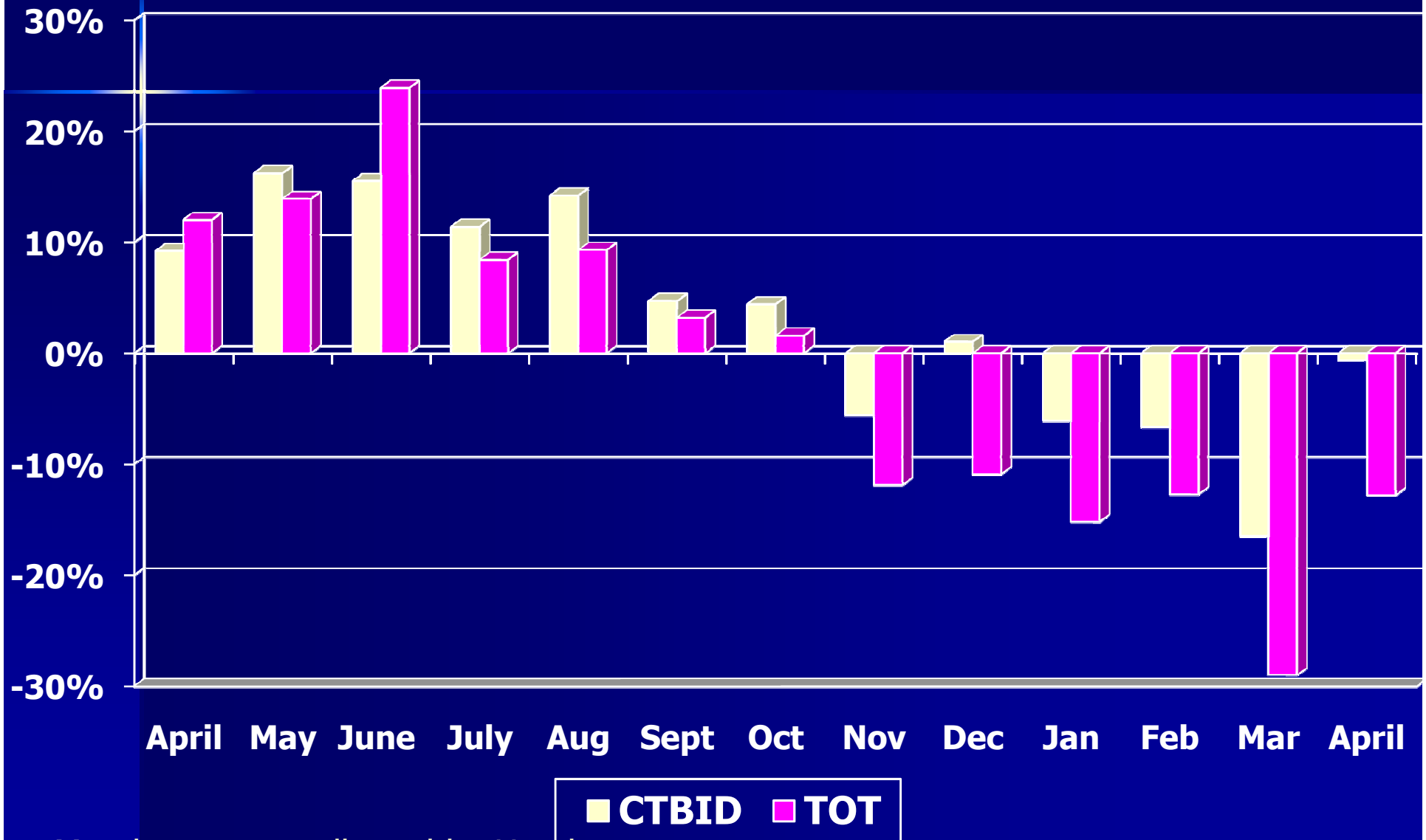
Month of hotel stay ■ 2007 ■ 2008 ■ 2009

*Does not include comp rooms

Ave occupancy rate 58.9%

% Change over PY comparison

April 2008 – April 2009



Month revenue collected by Hotels

2008-09 Budget to Actual

Program Areas	Budget	Actual 31-May-09	Remaining Balance
<u>Revenues:</u>			
CTBID Assessment	775,000	739,943	35,057
Interest Earnings	10,000	10,836	- 836
Total Estimated Revenues	785,000	750,779	34,221
<u>Expenditures:</u>			
2% Admin Fee - City	16,500	14,590	1,910
CCVB Contract	448,000	374,000	74,000
SDNCVB Contract	110,000	100,833	9,167
Staff support	16,500	19,076	-2,576
CTBID Grants	40,000	16,539	23,461
RR&A Contract	120,000	99,400	20,600
Mindgruve Contract-phase I	350,000	264,333	85,667
Mindgruve – Endless Summer	100,000	55,833	44,167
Total Expenses	1,201,000	944,604	256,396

FYTD 2008 vs 2009

Program Areas	Actual 31-May-08	Actual 31-May-09	\$ Difference	% Difference
<u>Revenues:</u>				
CTBID Assessment	733,359	739,943	6,584	-.9
Interest Earnings	14,531	10,836	-3,695	-25.4
Total Estimated Revenues	747,800	750,779	2,888	-.4
<u>Expenditures:</u>				
2% Admin. Fee - City	14,410	14,590	179	1.2
CCVB Contract	411,400	374,000	-37,400	-9.1
SDNCVB Contract	100,833	100,833	0	0.0
Staff support	11,764	19,076	7,312	62.2
Pos Study/Mindgruve	58,518	320,166	260,649	447.1
CTBID Grants	0	16,539	16,539	100.0
RR&A Contracts	33,000	99,400	66,400	201.0
Total Expenses	629,925	944,604	314,680	50.0

Financial Highlights

- April CTBID Revenue collections \$69,943
- April TOT Revenue \$1,061,460
- April Occupancy rate 62.8%
- Last 12 months CTBID rev is up 2.7% over prior 12 month period
- Room count has been the same over last 12 mo
- Ave Occupancy rate last 12 months =58.9%
- Total number of hotel rooms 3,587 (one hotel under renovation 48 rooms)